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Heys, Paul

Progressive function

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Paul Heys

In 2006 Paul founded Crim™ Collective, he currently conducts project work for Neubau Berlin, is Studio Manager of Dtam™ and is also a Senior Lecturer in Communication Arts and Design. Crim™ Collective is a University based group of designers and illustrators leading national and international projects. The collective has a focus on pedagogy; in particular developing an academic and industry integrated experience highlighting innovative learning techniques in an attempt to challenge the way art and design related subjects are traditionally taught. Dtam™ focuses on product with an importance on design for print and is featured in a number of international design journals and publications including Computer Arts Projects and Die Gestalten's Los Logos 4 and Playful Type. Paul has also recently contributed to Art-isan, Studio Arts for VCE, a Cambridge University Press Australia publication discussing multimedia as a fusion of traditional techniques and computer-based programs.

Berlin based studio Neubau is where he authors Neubaum – Neubau's intercontinental exhibition and publication along with being a recently appointed Neubau UK product developer. His work has recently been reviewed in Sticks & Stones Magazine/Blog, Urban Outfitters UK/Europe, Computer Arts (February 2009), 'Playful Type' and Wrexham Art Gallery exhibition catalogue 'Who am I to disappear' (2008). Recent exhibitions include Neubaum; MU Gallery; Eindhoven; Offf Festival (2009); Lisbon; Portugal; Puck; Typecon 2008; S{o}TA; Buffalo; New York; Busan International Design Exhibition (2008); Busan; Korea and Daegu International Poster Exhibition 2008; Daegu; Korea.



Paul has two central strands to his research related activities, Crim Collective and Dtam™. Paul describes Crim™ 'as an ever-evolving collective underpinning the practice of Graphic Design and Illustration' and Dtam™ a post-apocalyptic design which is Paul's design alias, graphic platform and self managed design studio.

Crim™ Collective was founded by Paul in 2006 offering a series of non-assessable educational workshop experiences. This has rapidly progressed further by working together with noted industry-led practitioners. Paul's aim is to forge a deeper understanding of the student's individual and collective experience through exposure to varied creative practice networks and how this can lead to fulfilling and enjoyable professional career paths. To date the Crim™ is an internationally acclaimed collective producing a diverse range of work for galleries, bars, fashion boutiques, film and support for educational programmes that celebrate drawing and all that is art and design within an illustrative focus. The Collective work cleverly spans the commercial and the educational. For the fashion boutique 'WOOD' based in Manchester, Crim™ produced an illustrative exhibition entitled 'Crim loves a shop called Wood'. The exhibition involved large canvases, a limited edition poster and three limited edition pairs of customised footwear commissioned by WOOD and Reebok. Further recent work and

commissions included two large-scale wall drawings in the School of Art, Design and Architecture's Creative Arts Building, Huddersfield and the newly refurbished Student Union in association with Voice 09, a student led collaboration. Crim™ Collective work was also internationally included in 'Digital Window' at the University of Texas-Pan America, USA. The profile of Crim™ was further reinforced by Rob Walker a Crim™ Collective affiliate interviewed in The Independent newspaper article 'Creative industries to take centre stage during recession' where Walker states the offer to join the Crim™ Collective 'seemed like a guarantee of recognition for my own practice'.

Dtam™ (*Death to all mankind™*) is a metaphor suggesting a positive response to the end of creation where something new will replace what once was – in life and eventually in design. The trademark symbol is used to indicate Dtam™ as a product and service for public use. The idea of post-apocalyptic design is not to focus on the portentous elements but more the rebuild, which includes the citizenry and the opportunity to relearn enabling clearer vision. He is not interested in design for the sake of designing but for the joy and reward of contributing to and celebrating all that is good design. Dtam™ works predominantly within music design producing focused products for esoteric record labels worldwide; recent work includes "Messina ST/

CD". Messina are a Leeds, Yorkshire based progressive rock band, for which Paul designed 1000 bespoke handmade CD singles. Paul has a distinct relationship between his design concepts and his taste in music. This he describes as always seeking the 'stripped down' element of a medium to reveal his aesthetic signature through process and genetic function. In his work for Messina Paul aimed to capture the complexity and purity of the music to unmask the conceptual and visual elements of the band; always exploring the design concept and realisation of something that the user can interact with.

In 2008 the Berlin based design studio Neubau invited Paul to write a technical synopsis around their newly developed exhibition *Neubaum* – a kinetic exhibition that explored the world of type, image and pattern for which the studio has now become famous. Alongside Paul were other esteemed members of the design community; Angelique Spaninks, Director of MU Gallery, Gerrit Terstiege, Editor and Chief of Design Magazine and graphic design legend Wim Crouwel. The exhibition took place at MU Gallery, Eindhoven and was supported by lectures delivered by Paul at the Design Academy, Eindhoven. Since 2008 Paul has collaborated with Neubau on a number of projects including the promotion of Neubaum at 'Offf09' and a forthcoming 'High 5' conference, Yokohama, Japan.



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